

THANK YOU TO OUR 2016 SPONSORS!

GRAND SLAM SPONSORS

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*Sophia Coutsos-Demopoulos,
"The Iron Butterfly"*

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IN HONOR OF THE LEGACY OF LOU GEHRIG, THE IRON HORSE

JUNE 19, 1903 - JUNE 2, 1941

For more information, please contact:

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Phone: 800-882-5764, ext. 225 or Fax 248-354-6440
Email: Joanne@alsofmi.org
Website: www.alsofmichigan.org



JOIN US AS A SPONSOR!

DETROIT TIGERS

VS

TAMPA BAY RAYS

Saturday, June 17, 2017

4:10 p.m. Game Time

*Pregame Festivities
at Bookies Bar & Grille*



CELEBRATE THE SPIRIT OF LOU GEHRIG AND HELP STOP THE DISEASE THAT STOPPED THE “IRON HORSE”!

ALS of Michigan and the Detroit Tigers are teaming up again to host the **12TH ANNUAL LOU GEHRIG DAY AT COMERICA PARK** on **Saturday, June 17, 2017**.

We have reserved seats for this intra-league game between the **Detroit Tigers and the Tampa Bay Rays** at 4:10 p.m. What a great way to spend your summer in the *Motor City aka The Comeback City*, which made the New York Times esteemed list of top travel destinations for 2017!

Please join us as we cheer on our very own Detroit Tigers and at the same time, support our Michigan pALS (people with ALS) and their families.



We have two enticing ticket packages available. Both make great gifts for family, clients, employees, and friends. You can also purchase ticket packages (at either price) to give to our pALS and their families so they can attend this important event at no charge.

2016 On-Field Presentation

[Our ticket packages are also available with our sponsorships. Please consider joining us as a sponsor of Lou Gehrig Day at Comerica Park!](#)

As a sponsor, you will gain the recognition and exposure that comes from supporting events that benefit our highly valued community organization and also [help provide for the growing needs](#) of Michigan's ALS community.

\$125 PACKAGE INCLUDES:

One (1) ticket to the game with special group seating in the Upper Infield Box section, a commemorative t-shirt specially designed for the event, pregame festivities with a baseball buffet lunch at Bookies Bar & Grille, unique door prizes, raffles, silent auction, and more! Our guests will also enjoy a cash bar.



\$60 PACKAGE INCLUDES:

One (1) ticket to the game with special group seating in the Mezzanine Section, and a commemorative t-shirt specially designed for the event.



SPONSORSHIP OPPORTUNITY PACKAGES

All Sponsorship Packages Include:

- ◆ \$125 Ticket Packages - # based on sponsorship level
- ◆ Name/logo with sponsorship level acknowledged on specially designed T-shirts
- ◆ Acknowledgement in our e-newsletter
- ◆ Name/Logo on ALS of Michigan website
- ◆ Recognition in event program and signage
- ◆ Opportunity to have promotional materials with special recognition at pregame festivities at Bookies Bar & Grill
- ◆ Invitation to attend the *ALS Recognition Dinner* on Nov. 30, 2017

Multiple sponsorships are available in each category

LOU GEHRIG – IRON HORSE SPONSOR - \$5,000

- Twenty (20) \$125 ticket packages to the game
- Acknowledgement as *Lou Gehrig–Iron Horse Sponsor* on all press releases
- Name/Logo on ALS website with link to sponsor website
- Opportunity to have your materials at our information table at Comerica Park
- Name/logo prominently displayed on t-shirts

ALL STAR SPONSOR - \$1,500

- Eight (8) \$125 ticket packages to the game
- Acknowledgement as *All Star Sponsor* in event publicity
- Name/Logo on ALS website with link to sponsor website

GRAND SLAM SPONSOR - \$1,000

- Four (4) \$125 ticket packages to the game
- Acknowledgement as *Grand Slam Sponsor* in event publicity

HOME RUN SPONSOR - \$500

- Two (2) \$125 ticket packages to the game
- Acknowledgement as *Home Run Sponsor* in event publicity

IN-KIND SPONSORSHIP OPPORTUNITIES AVAILABLE

- Design and printing of event materials and t-shirts
- Underwrite baseball buffet at Bookies Bar & Grille
- Give-aways for participants (imprint with your company logo)

Sponsorship benefits correspond to monetary value of donation.



Our Pregame Festivities
will be held once again
at Bookies Bar & Grille!



SPONSORSHIPS

For benefits associated with Sponsor Levels, please see the sponsor brochure.

Multiple sponsorships are available in each category.

- | | |
|---|---------|
| <input type="checkbox"/> Lou Gehrig "Iron Horse" Presenting Sponsorship | \$5,000 |
| <input type="checkbox"/> All Star Sponsorship | \$1,500 |
| <input type="checkbox"/> Grand Slam Sponsorship | \$1,000 |
| <input type="checkbox"/> Home Run Sponsorship | \$ 500 |
| <input type="checkbox"/> In-Kind Sponsorship: | |

Description of non-monetary donation. Sponsorship benefits correspond to monetary value of donation.

- Donation Only** \$ _____ (amount)

Please provide your logo in one of the following electronic formats: JPG, TIF, GIF, PDF to Joanne@alsofmi.org

Please write how you would like your name to be listed as a sponsor in our published materials:

2017 SPONSORSHIP PLEDGE FORM

Name _____

Company _____

Address _____

City _____

State _____ Zip _____ Phone (____) _____

Email _____

Credit Card No. (we will not keep your information on file)

(Visa/MasterCard/American Express/Discover)

Expiration Date _____ / _____ Security Code: _____

Name on Card _____

Signature _____

Total amount \$ _____

Please make checks payable to:

ALS of Michigan, Inc.

Return completed form to:

Joanne K. Berry, Development Director
ALS of Michigan, Inc.
24359 Northwestern Hwy., Suite 100
Southfield, MI 48075 or fax to: 248-354-6440

For more information call Joanne at:
800.882.5764 ext. 225 or email Joanne@alsofmi.org

You can also sign up for your sponsorship and learn more about Lou Gehrig Day at Comerica Park by visiting www.alsofmichigan.org



Hope • Help • Here for You™